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¡BIENVENIDOS!



While we wait for everyone to join,  
please **say hello** and write your **city**  
and **country** in the chat.

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¡BIENVENIDOS!



Today's presentation is in English with  
**simultaneous translation** to  
Spanish and Portuguese

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**Download** the presentation in  
Spanish & Portuguese:  
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# VISION ZERO CHALLENGE

Lead your city from #vision2action

## Vision Zero Challenge Webinar Series: **Overcoming Barriers to the Safe System Q & A with Global Experts**

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# TODAY'S AGENDA

## Welcome and Introductions (10 minutes)

**Sergio Avelleda**, Urban Mobility Director, WRI Ross Center for Sustainable Cities, World Resources Institute

## Challenge Updates and Overview for Today's Discussion (20 minutes)

**Claudia Adriazola-Steil**, Director of Health and Road Safety, WRI Ross Center for Sustainable Cities, World Resources Institute

## Guided discussion: Audience questions for our experts (50 minutes)

Facilitated by Claudia, with panelists:

- **Suzanne Andersson**, Manager of Road Safety, Traffic and Public Transport Authority, City of Gothenburg
- **Matthew Baldwin**, Deputy Director-General of DG MOVE and European Coordinator for Road Safety and Sustainable Mobility, European Commission
- **Stuart Reid**, Director of Vision Zero, Transport for London
- **Eugenia Maria Rodrigues**, Regional Advisor for Road Safety, Risk Assessment Unit, Sustainable Development and Environmental Health Area, PAHO/WHO
- **Claes Tingvall**, Professor in Epidemiology and Traffic Safety, Sweden
- **Fred Wegman**, Professor Emeritus, Traffic Safety, Delft University of Technology

## Closing remarks and Preview of Next Webinar (10 min)

**Ariadne Samios**, Senior Analyst Active Mobility, WRI Ross Center for Sustainable Cities, World Resources Institute

# WELCOME, VISION ZERO CITIES!

1. Arequipa, Peru
2. Belo Horizonte, Brazil
3. Buenos Aires, Argentina
4. Bogotá, Colombia
5. Cali, Colombia
6. Curitiba, Brazil
7. Colima, Mexico
8. Cusco, Peru
9. Fortaleza, Brazil
10. Guadalajara, Mexico
11. Indaiatuba, Brazil
12. La Paz, Bolivia
13. Lima, Peru
14. Medellín, Colombia
15. Merida, Mexico
16. Montevideo, Uruguay
17. Pachuca, Mexico
18. Rosario, Argentina
19. Salvador, Brazil
20. Santiago, Chile
21. Sao Paulo, Brazil
22. San Jose, Costa Rica
23. San Salvador, El Salvador
24. Santa Cruz, Bolivia

# WELCOME, VISION ZERO CHALLENGE PARTNERS



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# THANK YOU, VISION ZERO CHALLENGE SPONSORS





# INTRODUCING TODAY'S PANELISTS



**Claes Tingvall**  
Professor in  
Epidemiology and  
Traffic Safety,  
Sweden



**Eugenia Maria Rodrigues**  
Regional Advisor for Road  
Safety, PAHO/WHO



**Fred Wegman**  
Professor Emeritus,  
Traffic Safety, Delft  
University of  
Technology

# INTRODUCING TODAY'S PANELISTS



**Stuart Reid**

Director of Vision Zero,  
Head of Insights and  
Direction, Transport for  
London



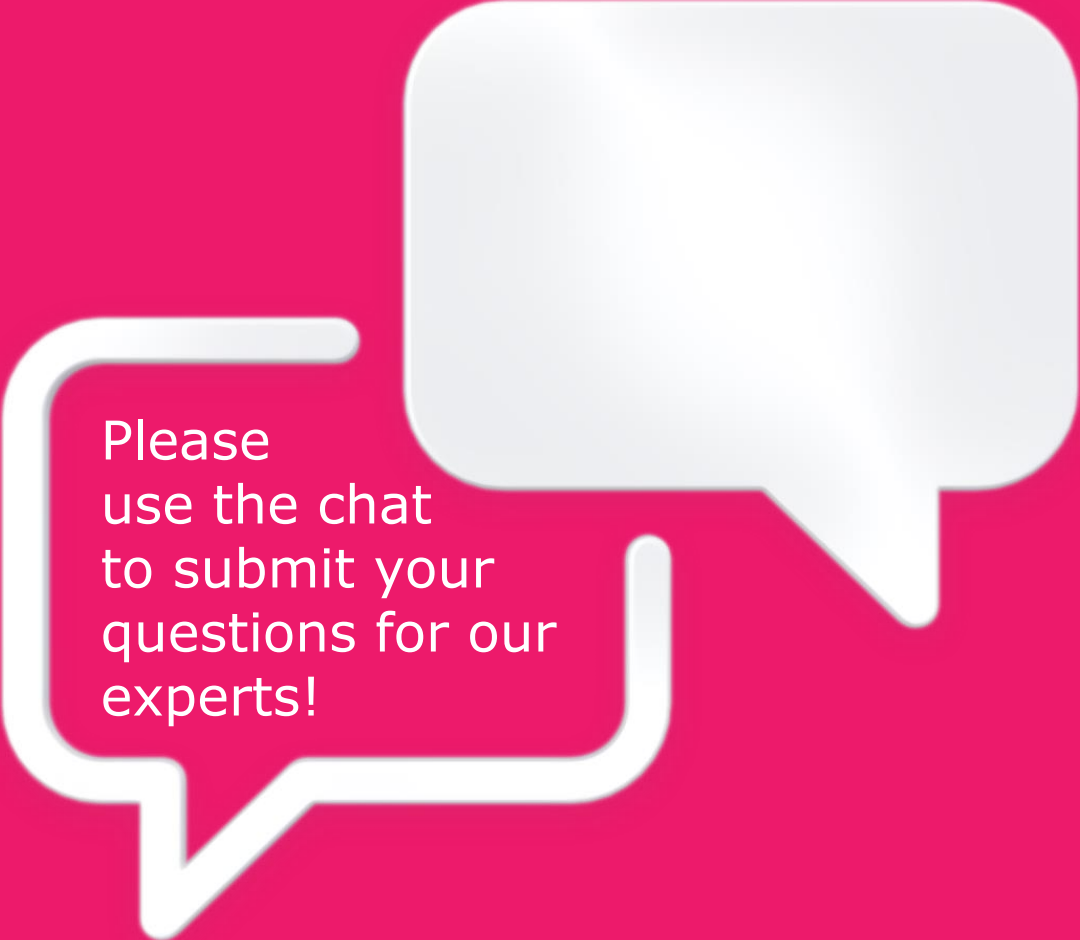
**Suzanne Andersson**

Manager of Road  
Safety, Traffic and Public  
Transport Authority, City  
of Gothenburg, Sweden



**Matthew Baldwin**

Deputy Director-General of  
DG MOVE and European  
Coordinator for Road Safety  
and Sustainable Mobility,  
European Commission



Please  
use the chat  
to submit your  
questions for our  
experts!

# VISION ZERO CHALLENGE

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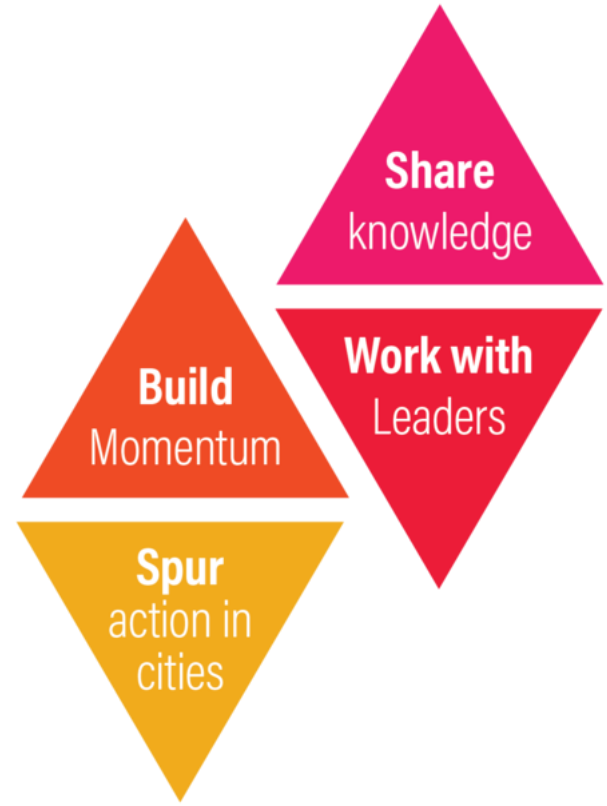
## VISION ZERO CHALLENGE UPDATES

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# THE VISION ZERO CHALLENGE: UPDATES

The **Vision Zero Challenge** is a rallying cry to city leaders to save lives by taking bold actions on road safety.

It aims to spotlight the importance of moving from **#vision2action**



# HOW ARE WE ADAPTING THE VZC?

- **Delayed start to webinar series**, removing minimum participation for 2020
- **Extending the timeline** throughout 2021 to provide added support to cities
- **Adapting content** to include pandemic related themes
- Inviting cities to identify a **project to work on and discuss** during the 2021 webinar series rather than a finished project to be judged on
- Selecting **#vision2action champions** based on **ongoing engagement**
- **Adapting prizes** to pandemic conditions (travel restrictions)
- Keep joining our webinars for **more updates**

# BENEFITS OF THE VISION ZERO CHALLENGE

**CONNECT**  
with a network  
of leading global  
road safety organizations

**EXCHANGE KNOWLEDGE**  
and experiences with  
other cities in the  
LAC region

**WIN**  
recognition and  
training as a  
**#Vision2Action** Champion

**BE SEEN**  
by a global audience  
of road safety and  
urbanism  
professionals

# VISION ZERO CHALLENGE

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TODAY'S DISCUSSION:  
**OVERCOMING BARRIERS  
TO THE SAFE SYSTEM**

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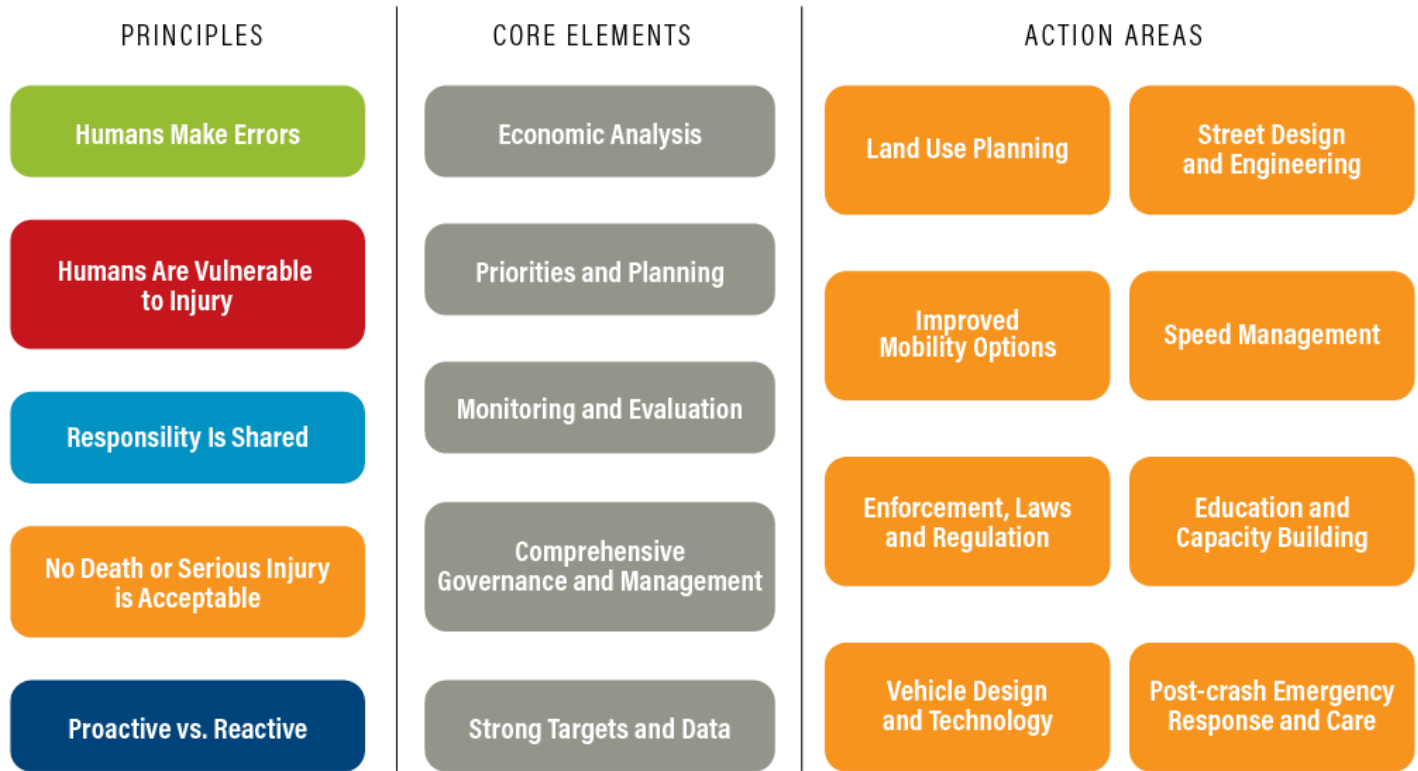
# RECAP: WHAT IS VISION ZERO?

- Vision Zero is a **global movement to end traffic-related fatalities and serious injuries** by taking a systemic approach to road safety.
- The premise of this strategy is that road deaths and injuries are **unacceptable and preventable**.
- First implemented as the national road policy in Sweden in 1997, **Vision Zero has now been adopted by more than 20 cities around the world**.
- Behind the Vision Zero branding is the **Safe System** approach

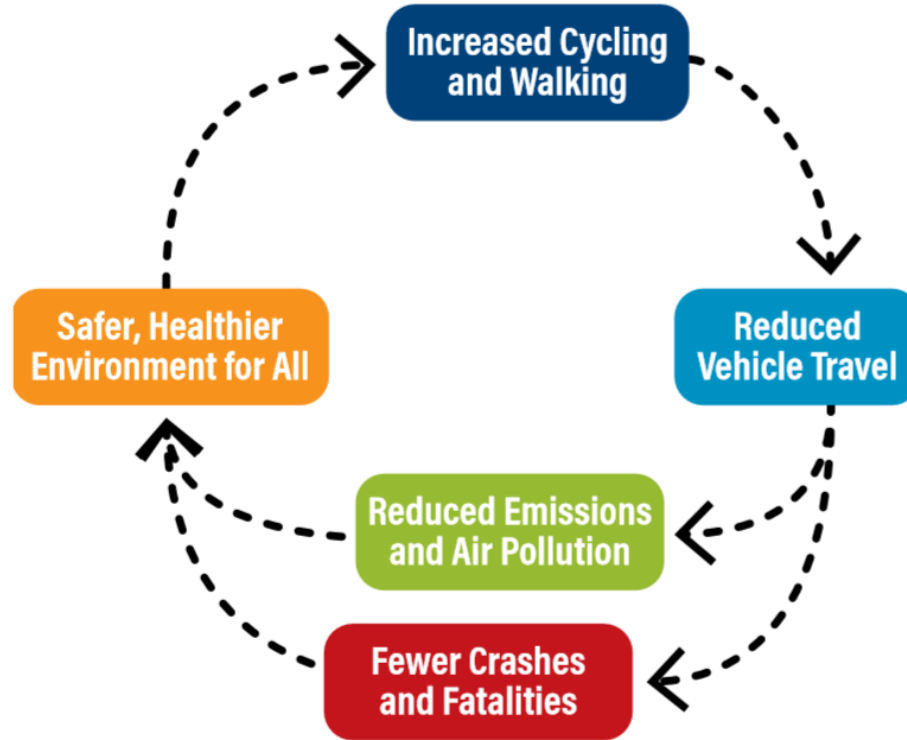
# RECAP: THE SAFE SYSTEM APPROACH



# RECAP: THE SAFE SYSTEM APPROACH



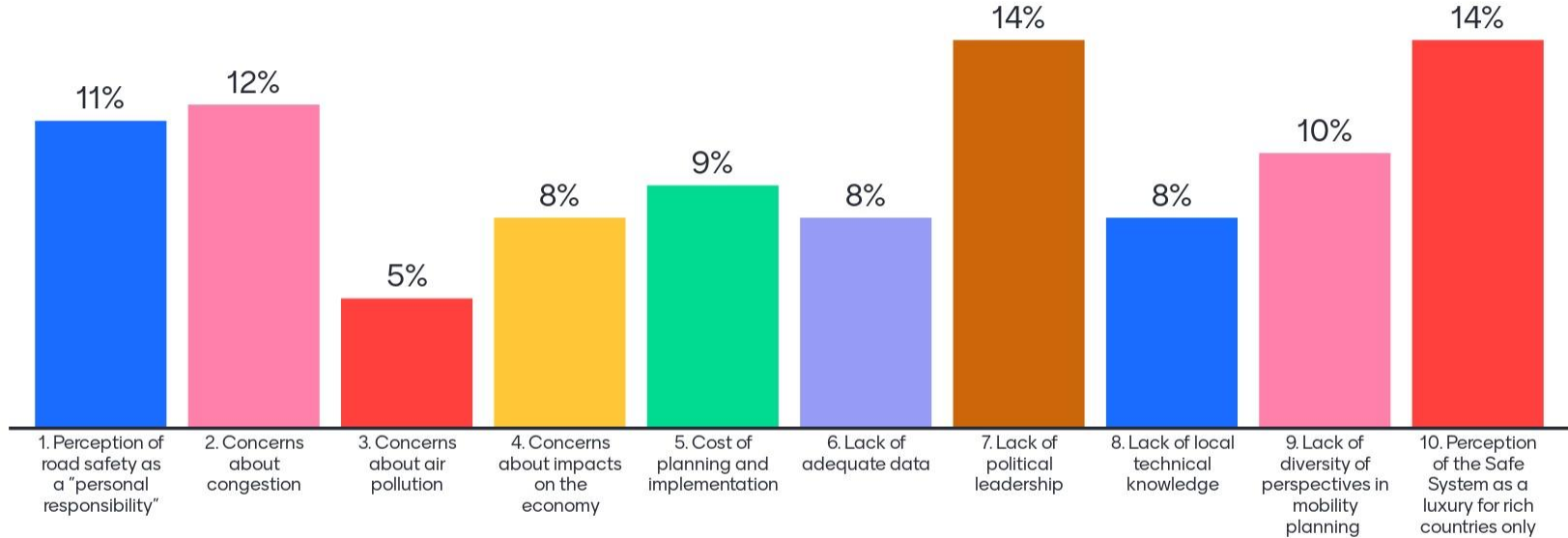
# RECAP: CREATING A POSITIVE LOOP FOR SAFETY



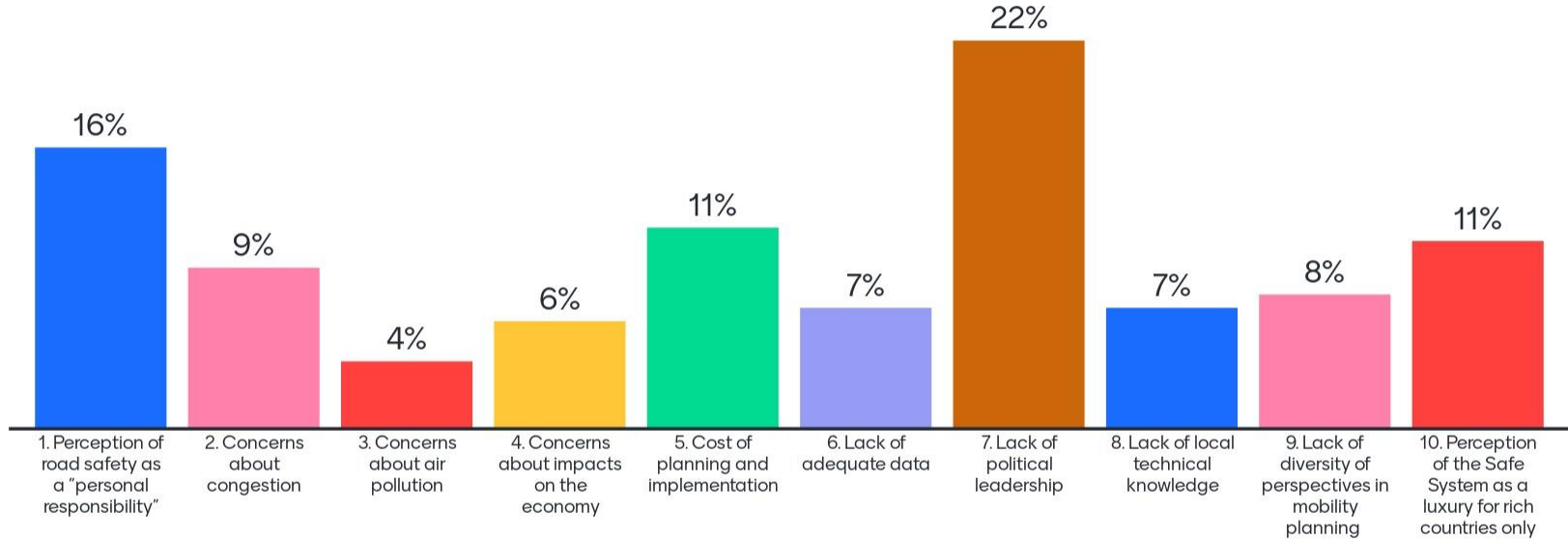
# BARRIERS TO IMPLEMENTING VISION ZERO

1. Perception of road safety as a “personal responsibility”
2. Concerns that regulation or street design changes will increase congestion
3. Concerns that regulation or street design changes will increase air pollution
4. Concerns that reducing private vehicle circulation will negatively impact the economy
5. Cost of planning and implementation/ Lack of integrated or dedicated funding
6. Lack of adequate data for diagnosis, planning or monitoring solutions
7. Lack of political leadership – will, vested interests, influential motorist voters
8. Lack of local technical knowledge
9. Lack of diversity of perspectives in mobility planning
10. Perception of the Safe System as a luxury for rich countries only

# Which Barriers have you Experienced?



# What are your TOP THREE greatest barriers?



# VISION ZERO CHALLENGE

# DESAFÍO VISIÓN CERO

# DESAFIO VISÃO ZERO

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